

From: Jessica Lall
Sent: Tuesday, December 01, 2015 4:57 PM
To: Priscilla Hsu <priscilla@southpark.la>; Laura Hill <laura@southpark.la>; Josh Kreger <josh@southpark.la>
Subject: RE: ACTION ALERT: Help us defeat the Neighborhood Integrity Initiative!

No – just an fyi for the team

We may want to put an article on our website news section

Jessica Lall
South Park BID
Celebrating 10 Years
o. 213 663 1112
c. 213 820 0837

24/7: 866 560 9346

From: Priscilla Hsu
Sent: Tuesday, December 01, 2015 4:54 PM
To: Jessica Lall; Laura Hill; Josh Kreger
Subject: Re: ACTION ALERT: Help us defeat the Neighborhood Integrity Initiative!

Do you want this on the e-blast going out tomorrow morning?

Priscilla Hsu
South Park BID
Celebrating 10 Years
o. 213 663 1120

24/7: 866 560 9346

From: Jessica Lall <jessica@southpark.la>
Date: Tuesday, December 1, 2015 at 16:51
To: Laura Hill <laura@southpark.la>, Josh Kreger <josh@southpark.la>, SPBID <priscilla@southpark.la>
Subject: FW: ACTION ALERT: Help us defeat the Neighborhood Integrity Initiative!

FYI – this is a big deal and something we definitely don't want to see enacted...

Jessica Lall
South Park BID
Celebrating 10 Years
o. 213 663 1112
c. 213 820 0837

24/7: 866 560 9346

From: Central City Association [<mailto:JDanganan=ccala.org@mail99.atl31.mcdlv.net>] **On Behalf Of** Central City Association
Sent: Tuesday, December 01, 2015 4:15 PM
To: Jessica Lall
Subject: ACTION ALERT: Help us defeat the Neighborhood Integrity Initiative!

Get involved to help CCA defeat the Neighborhood Integrity Initiative

Is this email not displaying correctly?
[View it in your browser.](#)



ACTION ALERT

Neighborhood Integrity Initiative: A De-Facto Building Moratorium in the City of Los Angeles

As you may be aware, a group of activists called the Coalition to Preserve L.A. (CPLA) has filed papers to place an initiative on the November 2016 ballot that would establish a de-facto citywide building moratorium in Los Angeles.

CCA strongly opposes this deeply troubling proposal that will cost thousands of good jobs, worsen the housing crisis and cripple the local economy. We need your assistance to defeat it!

CCA is one of the organizers of a broad-based coalition, and is actively fundraising and educating the public about the dire consequences of this misguided initiative. We

believe it is a real threat as CPLA is experienced at qualifying ballot measures at local and State levels.

Status

The City of Los Angeles has released the official Petition and Title Summary for the proposed initiative. If the initiative qualifies for the November 2016 ballot, it will be listed as Restrictions on General Plan Amendments, Required Review of General Plan; Building Moratorium Initiative Ordinance.

In order to qualify for the ballot, 61,486 valid signatures are required. The City Council would then need to decide whether to move forward and adopt the proposal as an ordinance or put it on a future ballot for voters to decide.

Key Provisions of the Initiative

1. Restricts General Plan Amendments to geographic areas that have a "significant social, economic or physical identity" — defined as an entire community plan area, specific plan area, neighborhood council area, or area of 15 acres or greater. No amendment to the General Plan can be approved that would facilitate the approval of a specific development project.
2. Enacts a two-year building moratorium against the issuance of any building permit for a previously-approved project that required a General Plan Amendment or a zone change that resulted in more

intense land use, FAR, density, height or rezoned open space, agricultural or industrial areas.

3. Requires the City Council to adopt a schedule for the systematic review of the General Plan.
4. Modifies parking variances by limiting the reduction of required on-site parking to one-third from the number of spaces required to be provided.
5. Requires that environmental impact reports and other CEQA documents be prepared by City staff or a consultant under direct contract with the City.

* A General Plan sets forth the goals, policies and directions the City will take in managing its future growth and development.

To help CCA defeat this initiative, please contact Marie Rumsey at mrumsey@ccala.org.

Copyright © 2015 Central City Association. All rights reserved.

You are receiving this email because you requested to receive notices from the Central City Association.

Our mailing address is:

Central City Association
626 Wilshire Boulevard
Suite 200
Los Angeles, CA 90017

[Add us to your address book](#)

Connect on 

Follow on 

[update subscription preferences](#) | [unsubscribe from this list](#)

